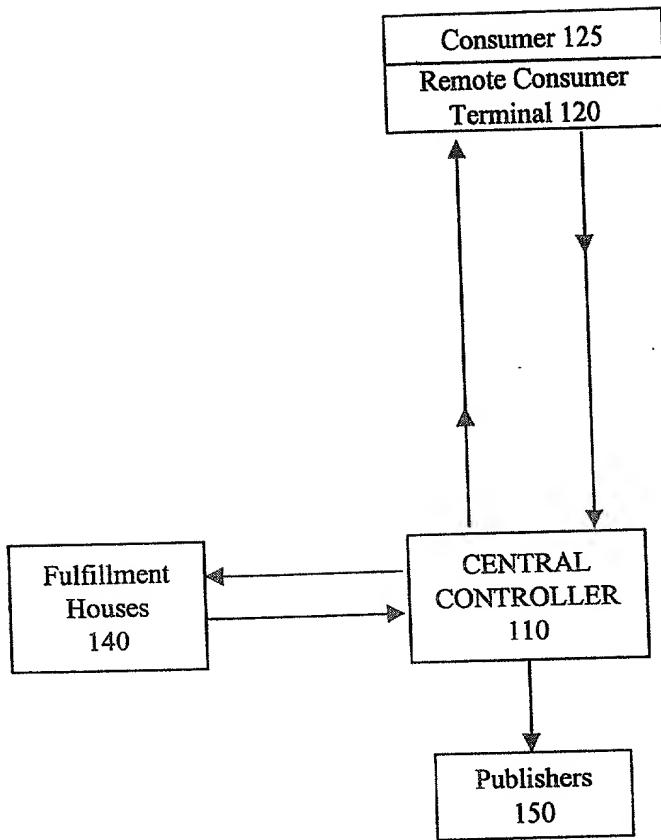


Fig. 1



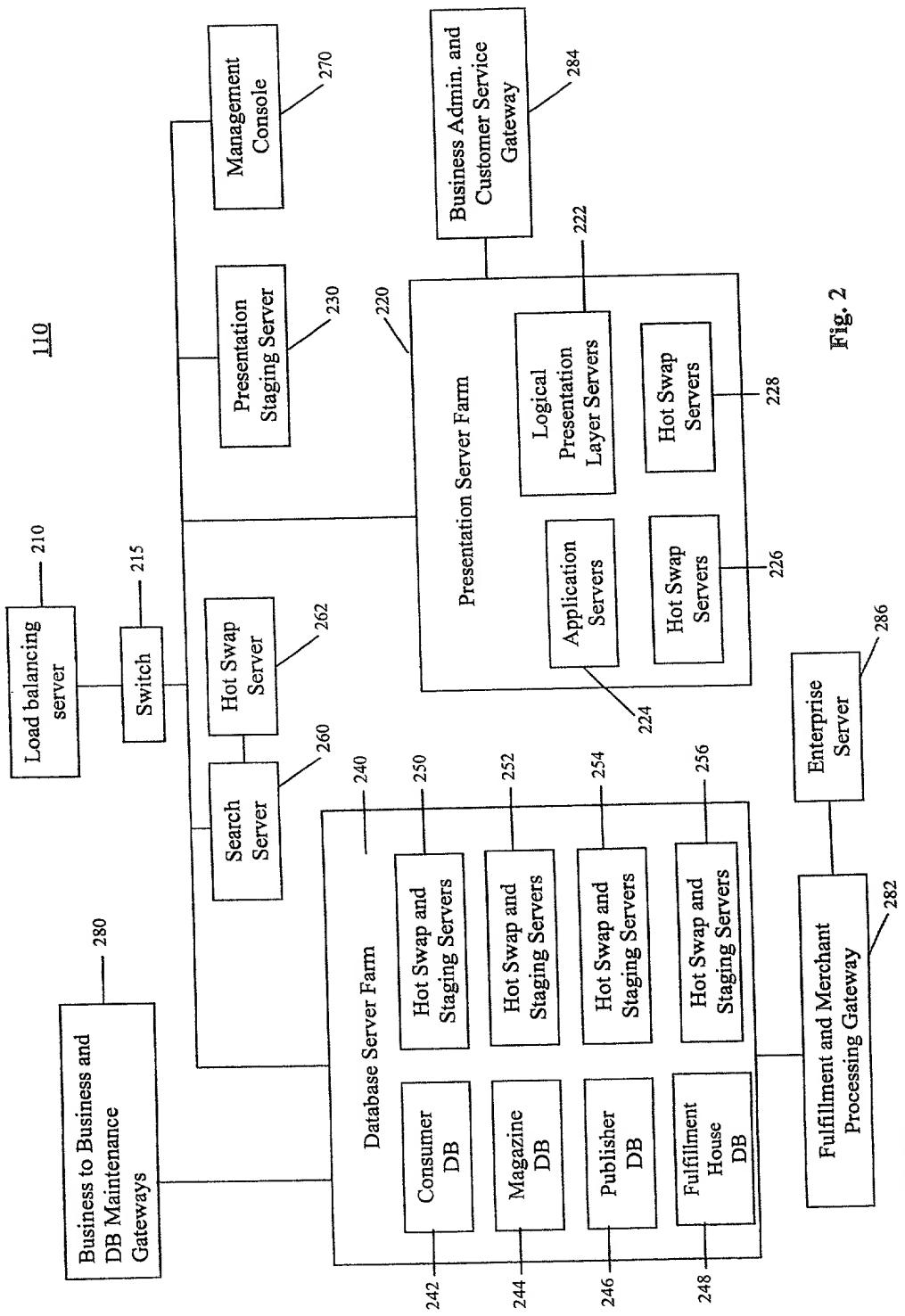


Fig. 2

481463

Fig. 3

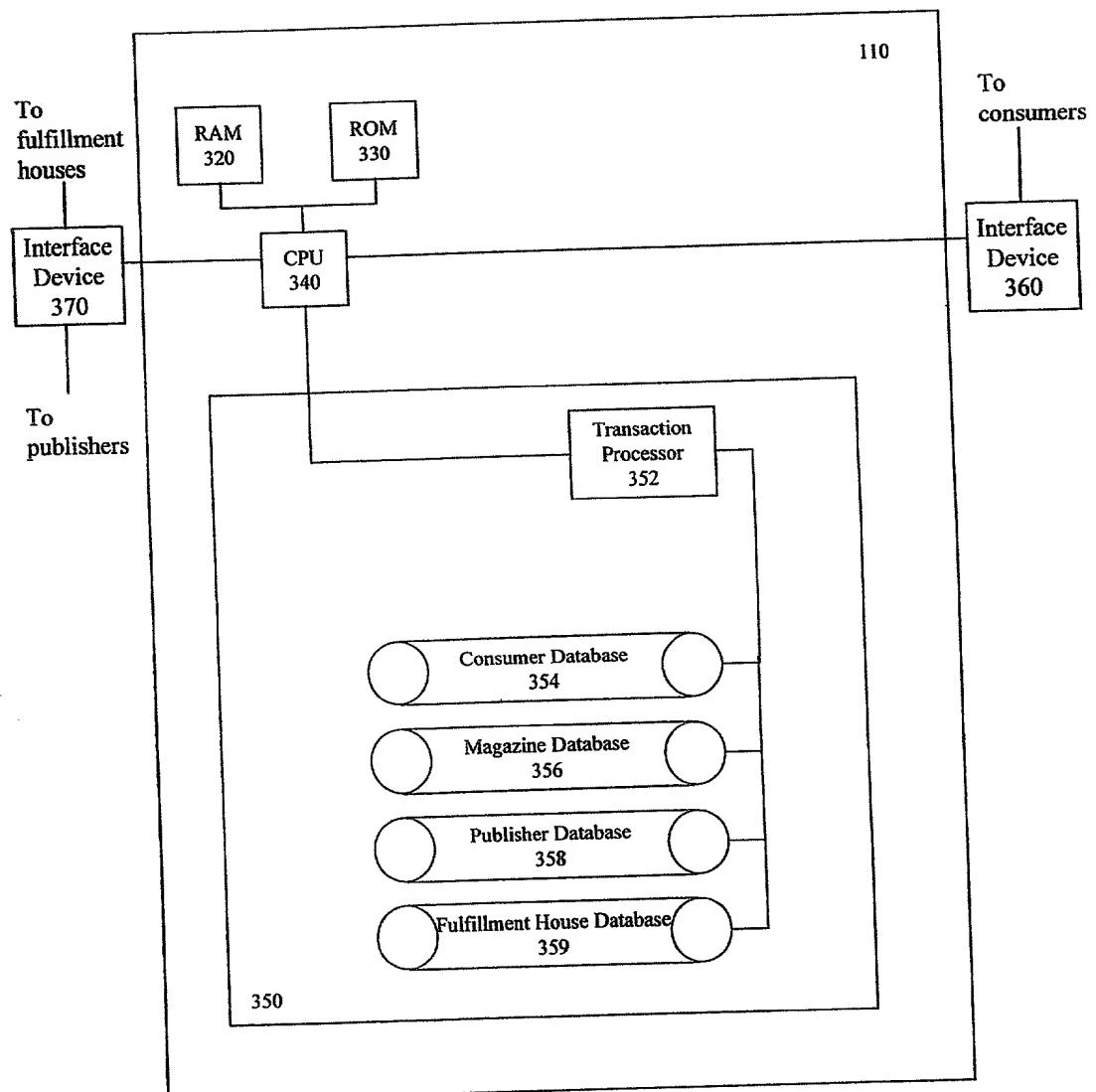


Fig. 4

Consumer Database 354

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Magazine Database 356

Fig. 6

Publisher Database 358

Publisher ID	Publisher Name	Publisher Information (contact, address, phone)	List of Magazine IDs Published
012678	Time, Inc.	Gerard A. Haddad 345 Park Avenue NY, NY 10154	112773 120965 100843

Fig. 7

Fulfillment House Database 359

Fulfillment House ID	Fulfillment House Name	Fulfillment House Information (contact, address, phone, etc.)	List of Magazine ID's Provided
021935	CDS	Rich Erwine 345 Park Avenue NY, NY 10154	112773 120965 100843 090296

Fig. 8
Consumer Sign Up

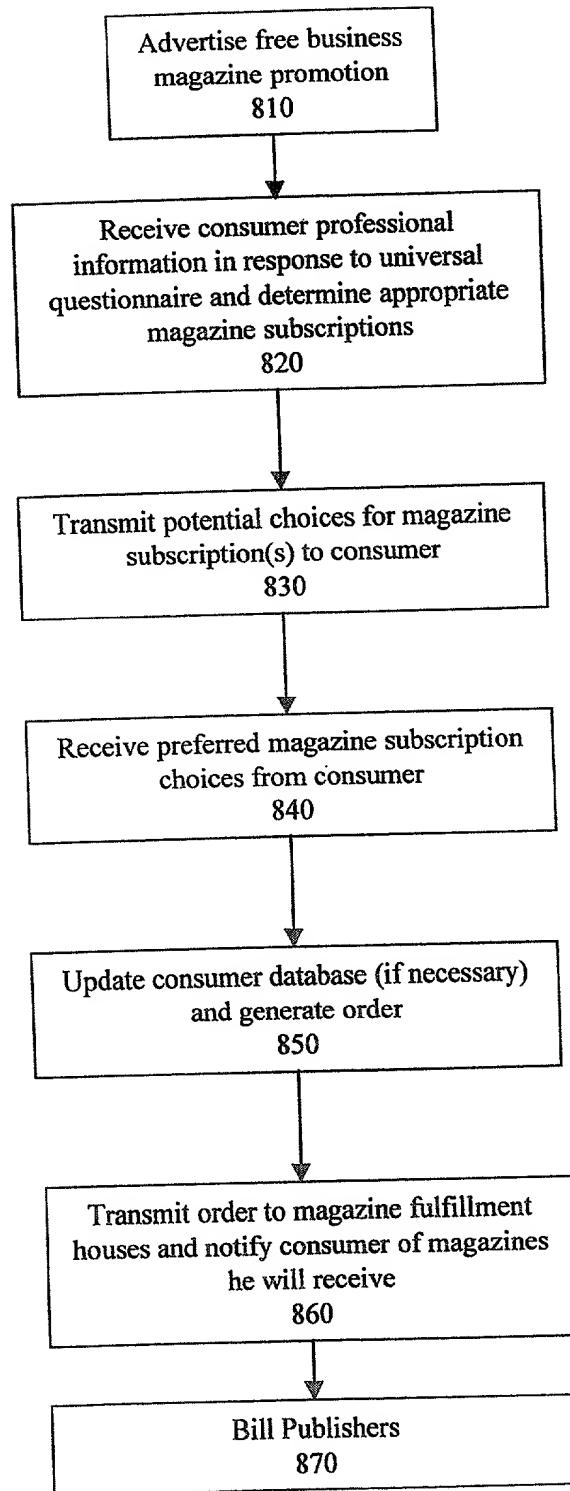
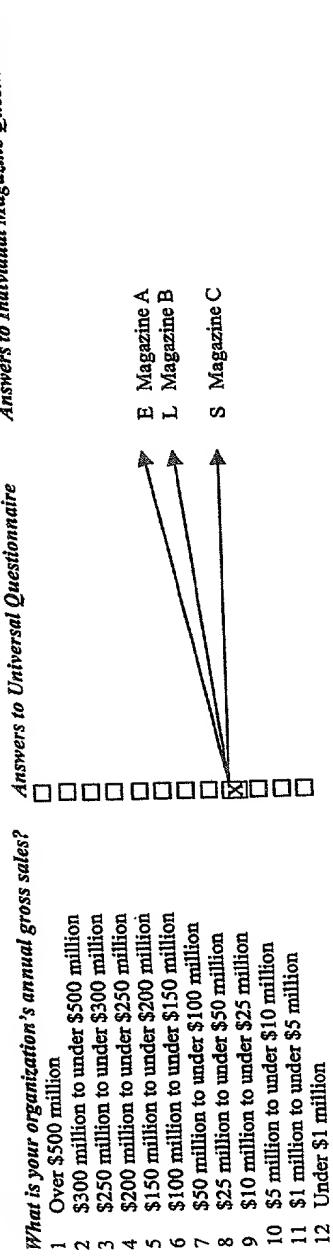


Fig. 9
Example of questions being brought down to lowest common denominator:

<u>Magazine A</u>	<u>Magazine B</u>	<u>Magazine C</u>	<u>Universal Questionnaire</u>
<i>What is your company's annual gross sales?</i>	<i>What are your organization's gross sales yearly?</i>	<i>How much revenue does your company generate each year?</i>	<i>What is your organization's annual gross sales?</i>
A Over \$300 million	G Over \$250 million	P Over \$500 million	1 Over \$500 million
B \$200 million to under \$300 million	H \$150 million to under \$250 million	Q \$100 million to under \$500 million	2 \$300 million to under \$500 million
C \$100 million to under \$200 million	I \$100 million to under \$150 million	R \$25 million to under \$100 million	3 \$250 million to under \$200 million
D \$50 million to under \$100 million	J \$50 million to under \$100 million	S \$5 million to under \$2.5 million	4 \$200 million to under \$250 million
E \$5 million to under \$50 million	K \$25 million to under \$50 million	T \$1 million to under \$.5 million	5 \$150 million to under \$200 million
F Under \$5 million	L \$10 million to under \$2.5 million	U Under \$1 million	6 \$100 million to under \$150 million
	M \$5 million to under \$10 million		7 \$50 million to under \$100 million
	N \$1 million to under \$.5 million		8 \$25 million to under \$50 million
	O Under \$.1 million		9 \$10 million to under \$25 million
			10 \$6 million to under \$10 million
			11 \$1 million to under \$.5 million
			12 Under \$.1 million

Example of universal questionnaire answers translated back To publishers answers:



Example of universal questionnaire answers translated back To publishers answers:

What is your organization's annual gross sales? *Answers to Universal Questionnaire*

<input type="checkbox"/> 1 Over \$500 million	<input checked="" type="checkbox"/> E Magazine A
<input type="checkbox"/> 2 \$300 million to under \$500 million	<input type="checkbox"/> F Magazine B
<input type="checkbox"/> 3 \$250 million to under \$300 million	<input type="checkbox"/> G Magazine C
<input type="checkbox"/> 4 \$200 million to under \$250 million	
<input type="checkbox"/> 5 \$150 million to under \$200 million	
<input type="checkbox"/> 6 \$100 million to under \$150 million	
<input type="checkbox"/> 7 \$50 million to under \$100 million	
<input type="checkbox"/> 8 \$25 million to under \$50 million	
<input type="checkbox"/> 9 \$10 million to under \$25 million	
<input type="checkbox"/> 10 \$5 million to under \$10 million	
<input type="checkbox"/> 11 \$1 million to under \$.5 million	
<input type="checkbox"/> 12 Under \$.1 million	

Answers to Individual Magazine Questionnaire

Fig. 10A
 Receive Consumer Information In Response...
 (Step 820)
 From Step 810

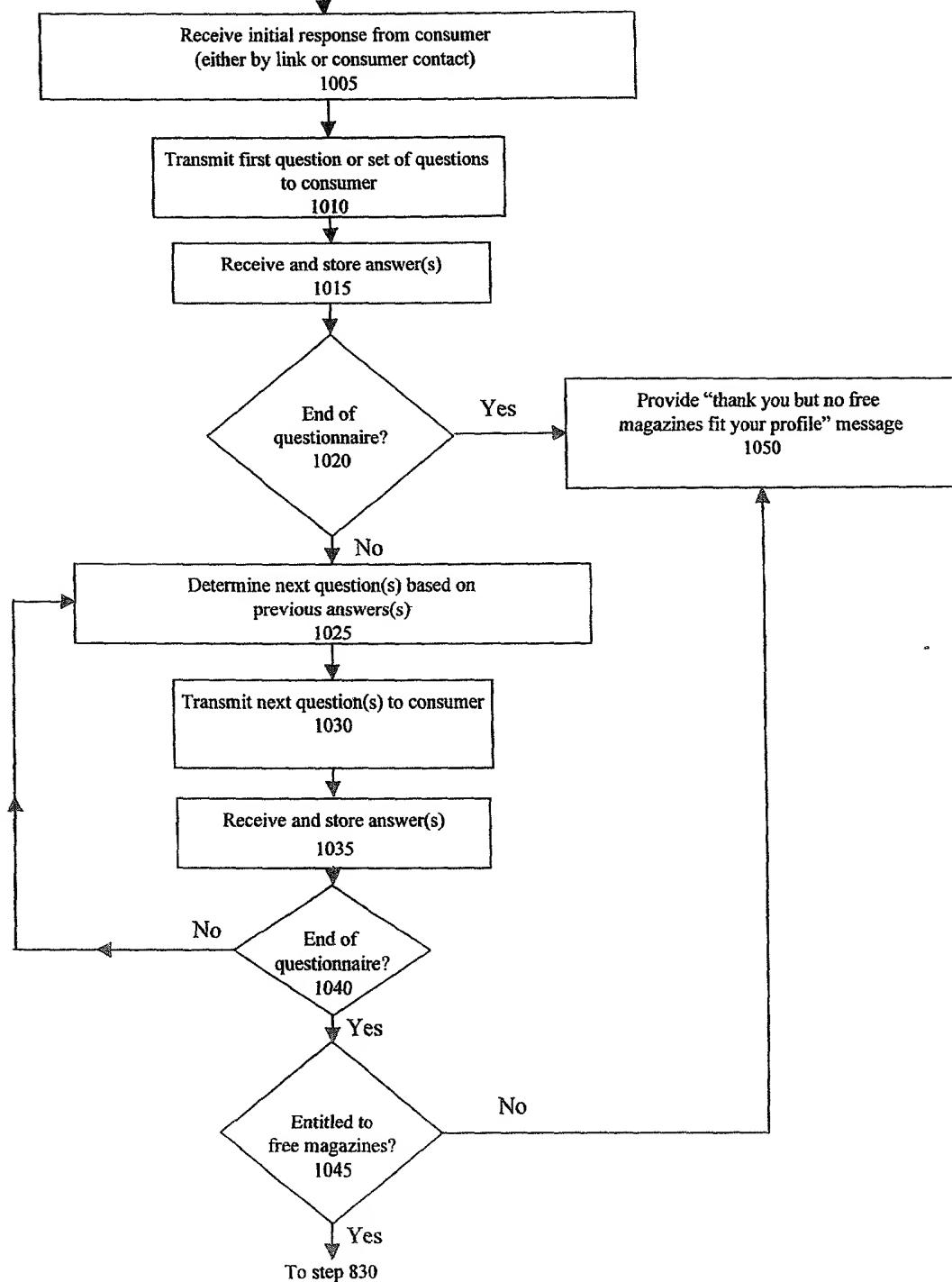


FIG. 10B

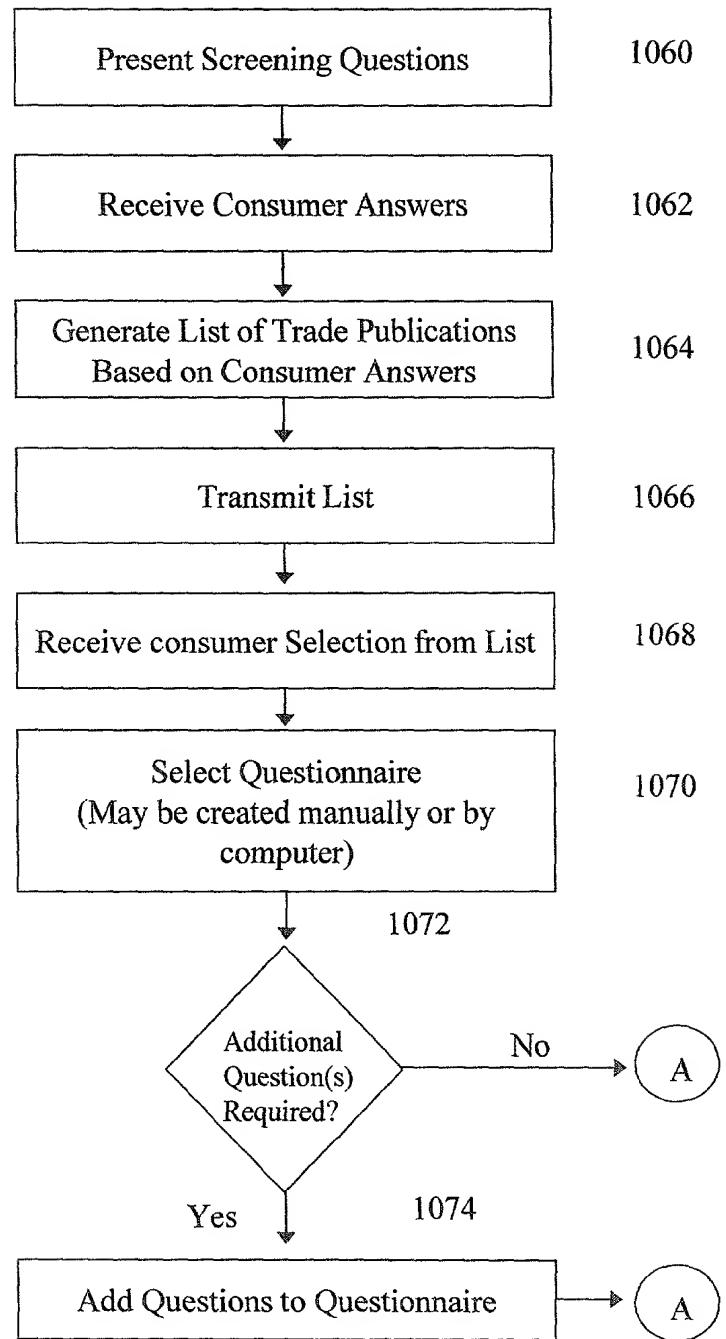


FIG. 10C

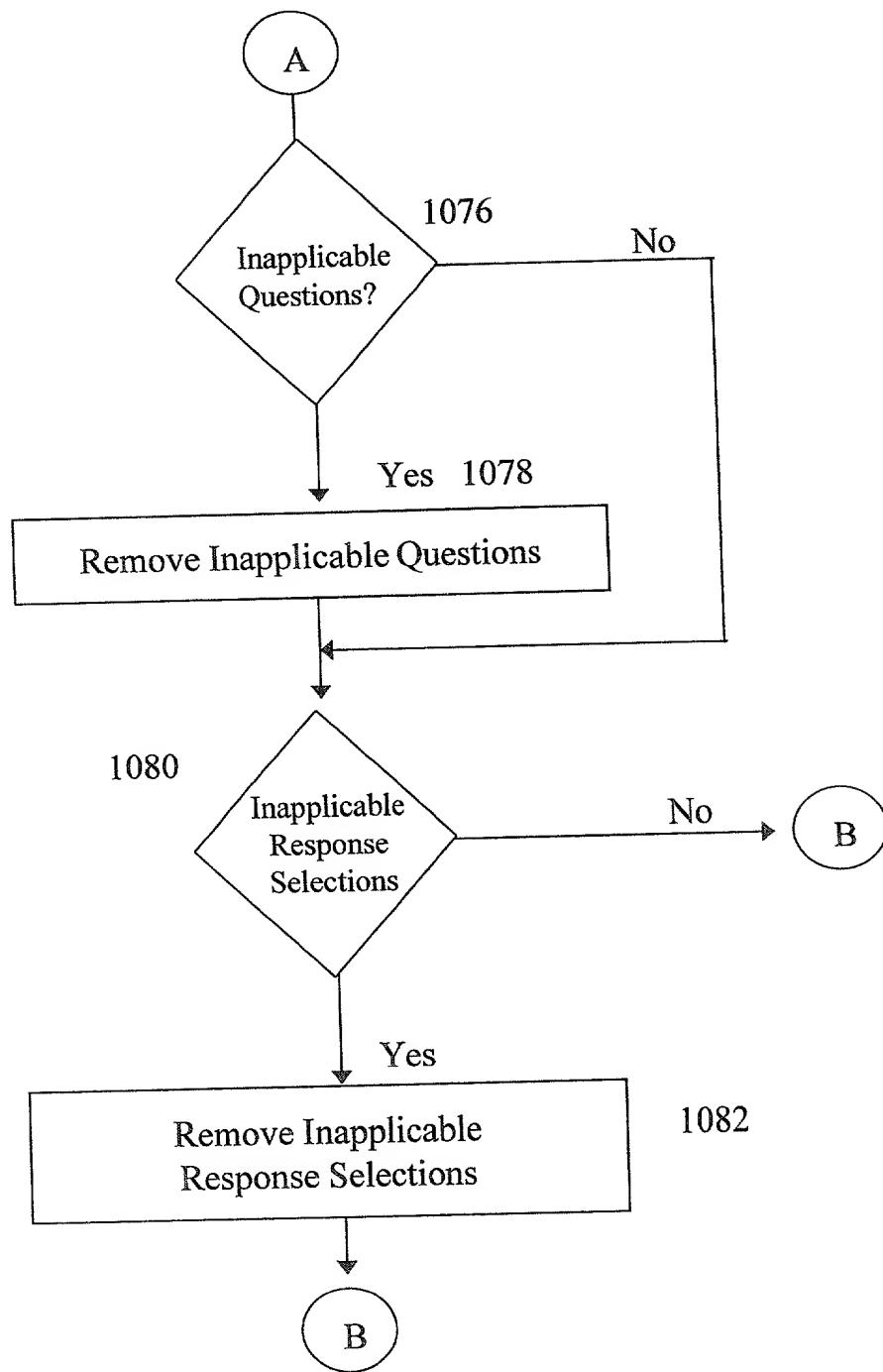


FIG. 10D

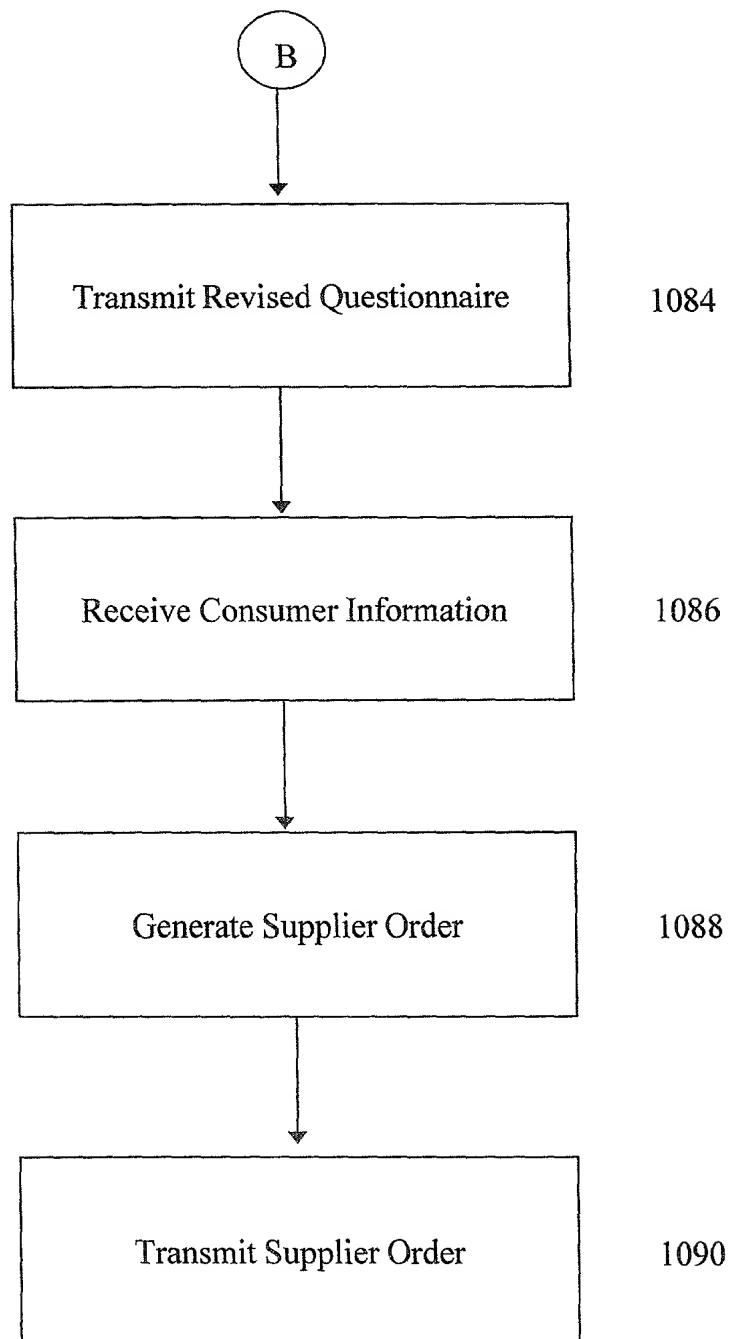


Fig. 11A
Specific Example of Step 820
From Step 810

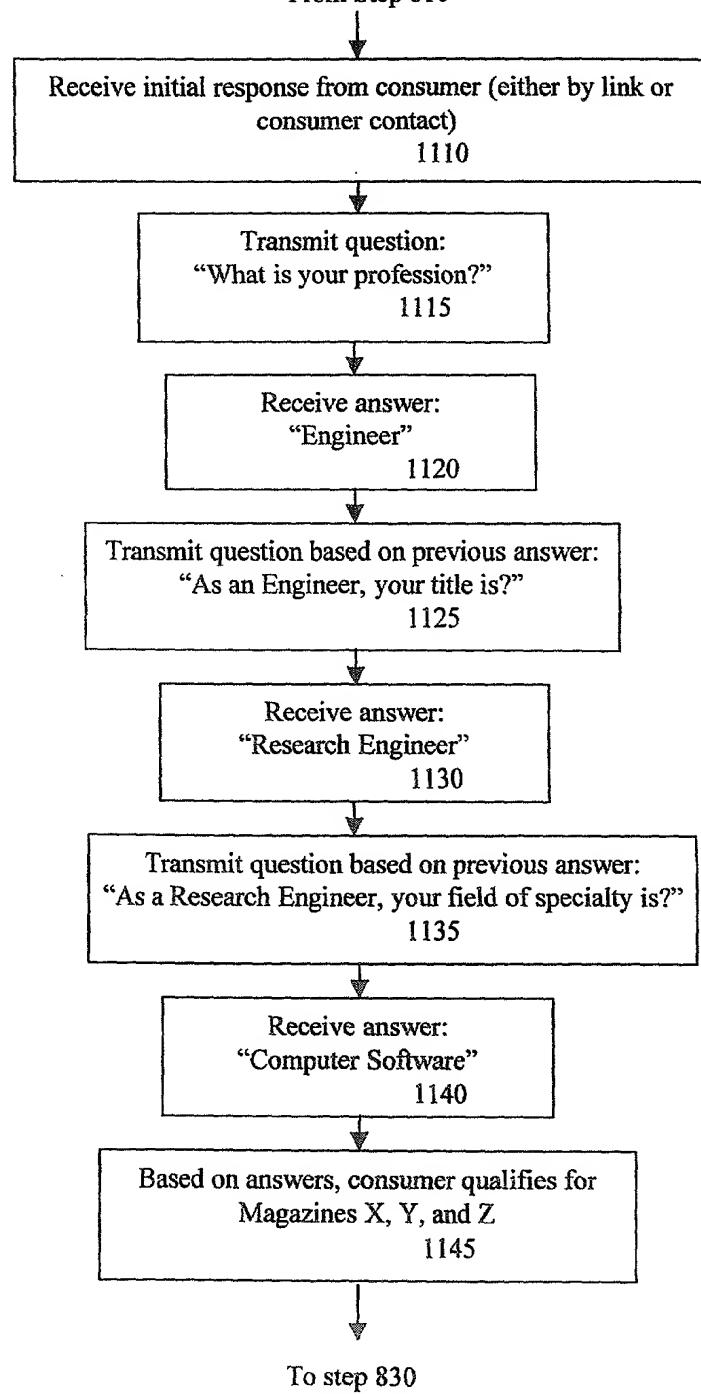


Fig. 11B

“Tree Logic” of the Universal Questionnaire

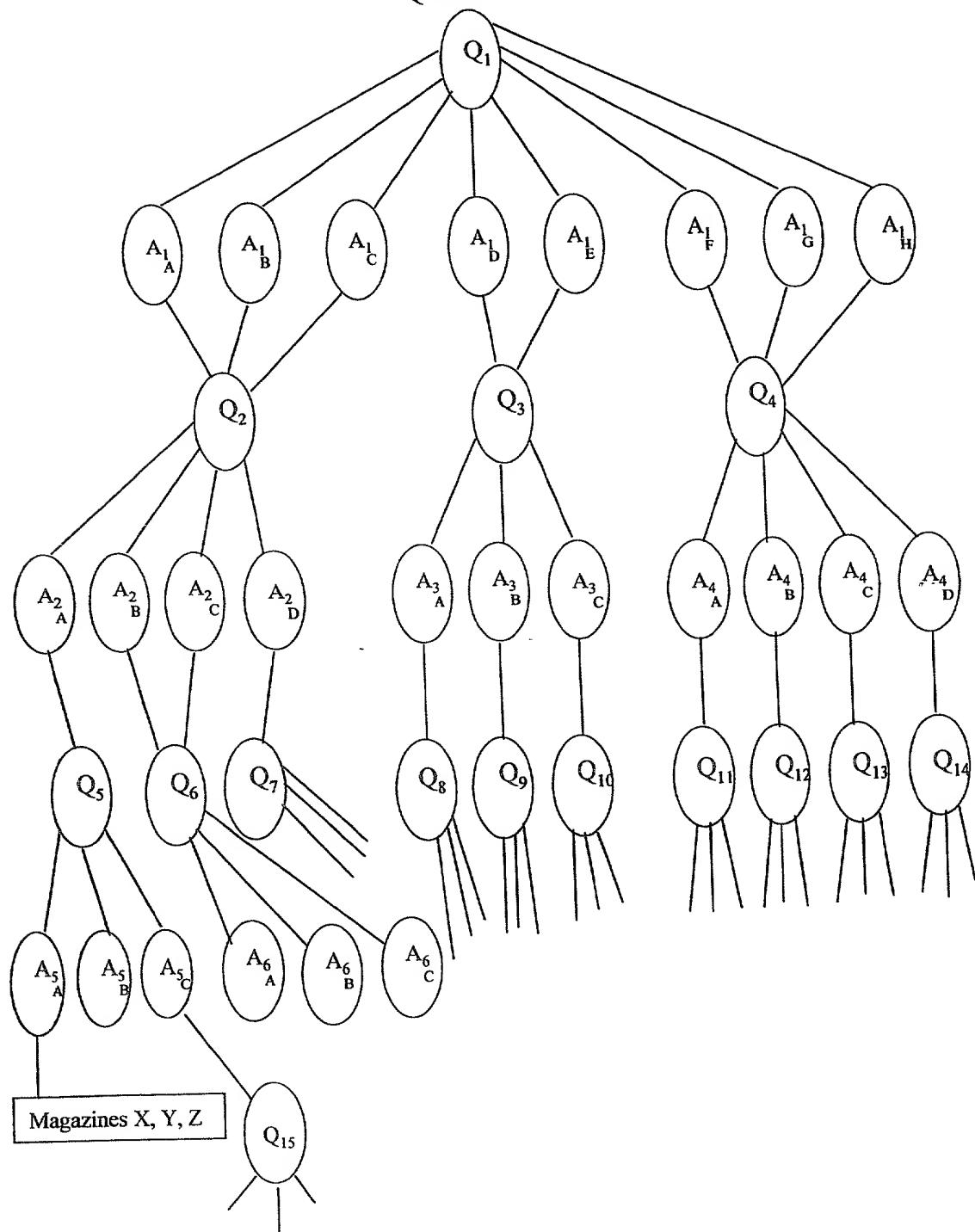


Fig. 11C

Example of Universal
Questionnaire

Q₁: "What is your profession?"

A₁: X A B C D E F G H

A = Engineer
B = Management
C = Lawyer
etc.

(If A₁ = A, then ... Q₂)

Q₂: "As an Engineer, your title is?"

A₂: X A B C D

A = Research
B = Application
C = Sales
etc.

(If A₂ = A, then ... Q₅)

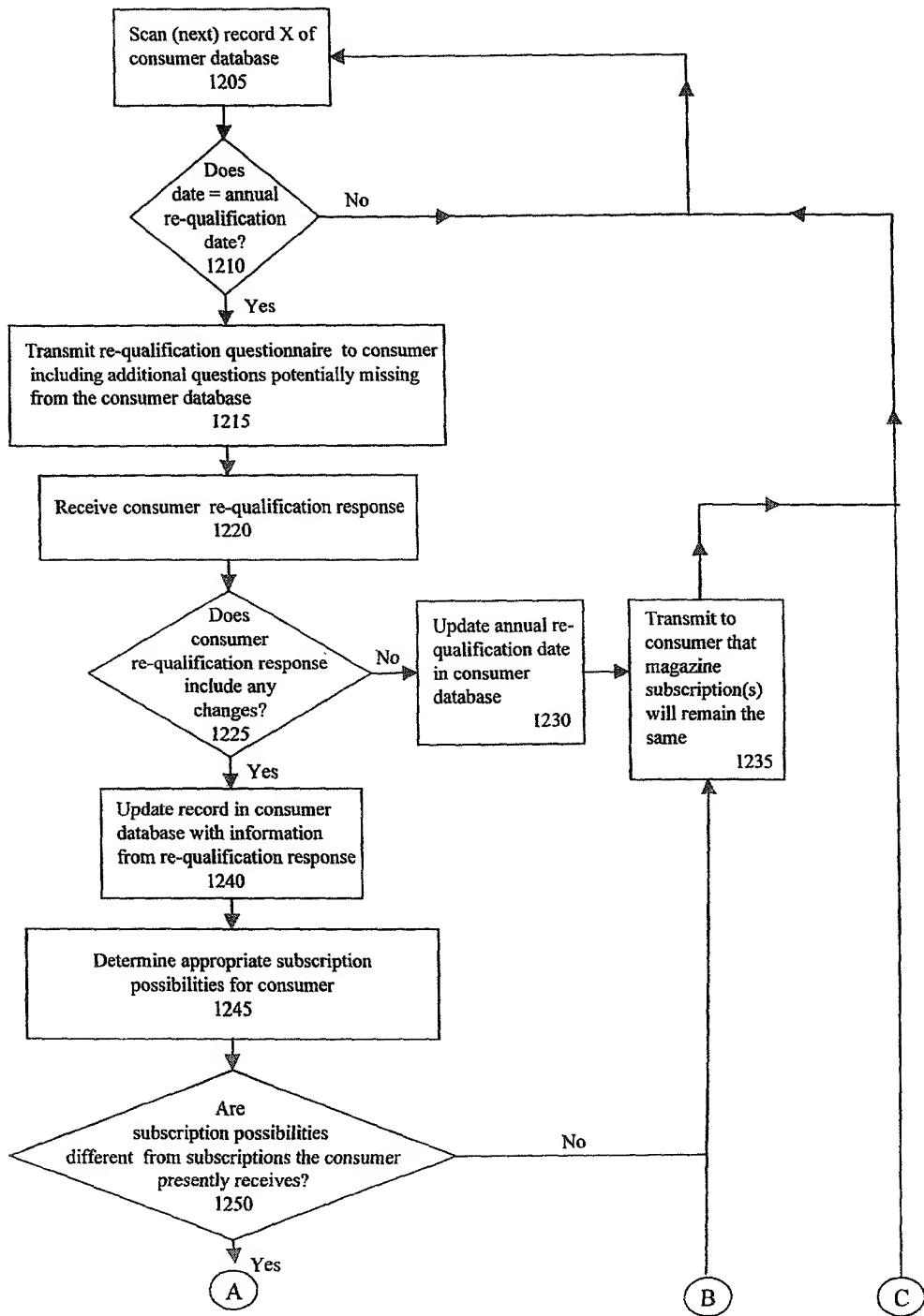
Q₅: "As a Research Engineer, your field of specialty is?"

A₅: X A B C

A = Computer Software
B = Computer Hardware
C = Bio-medical

If A₁ = A and A₂ = A and A₅ = A then consumer qualifies for magazines X, Y and Z.

Fig. 12A
Automatic Annual Re-Qualification



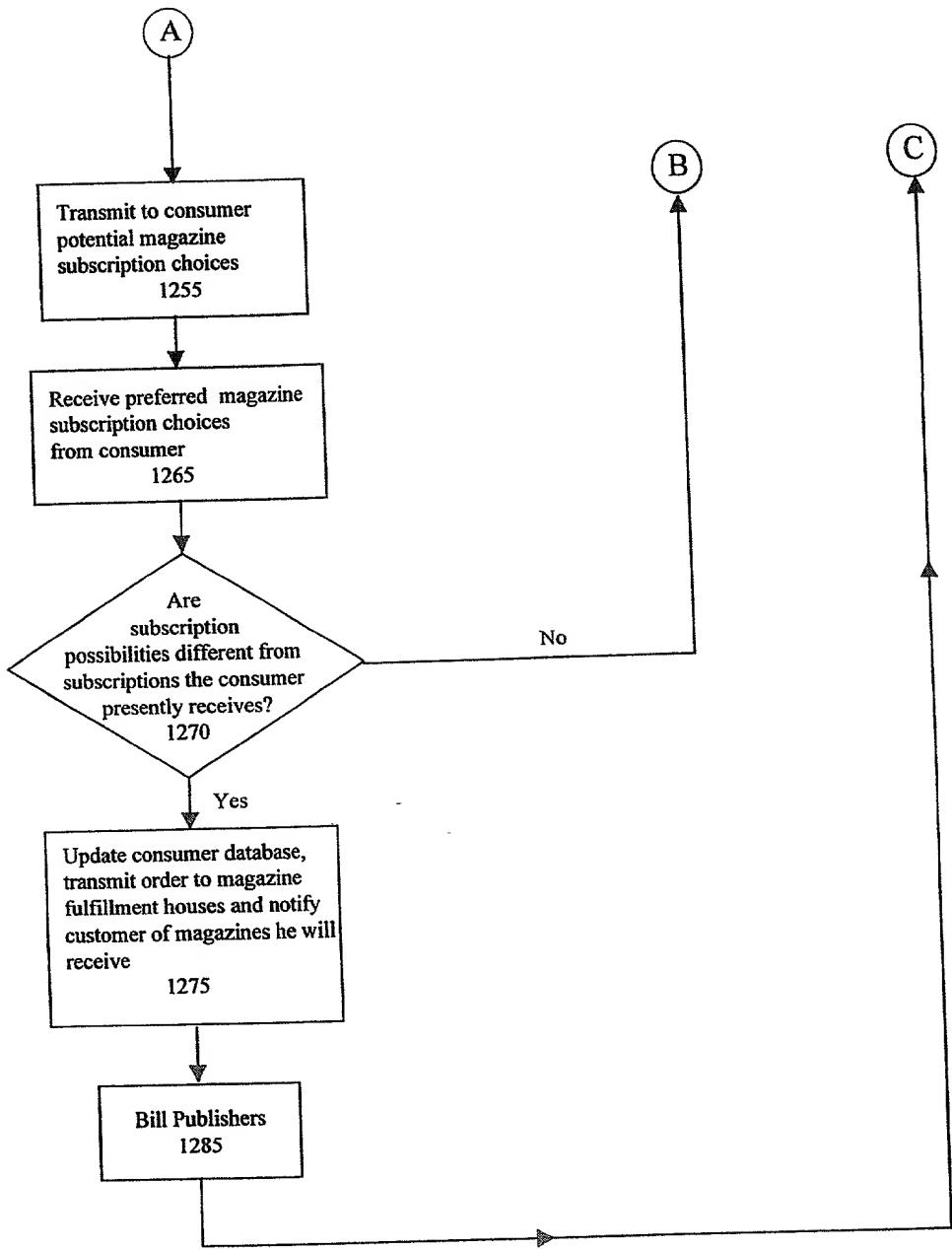
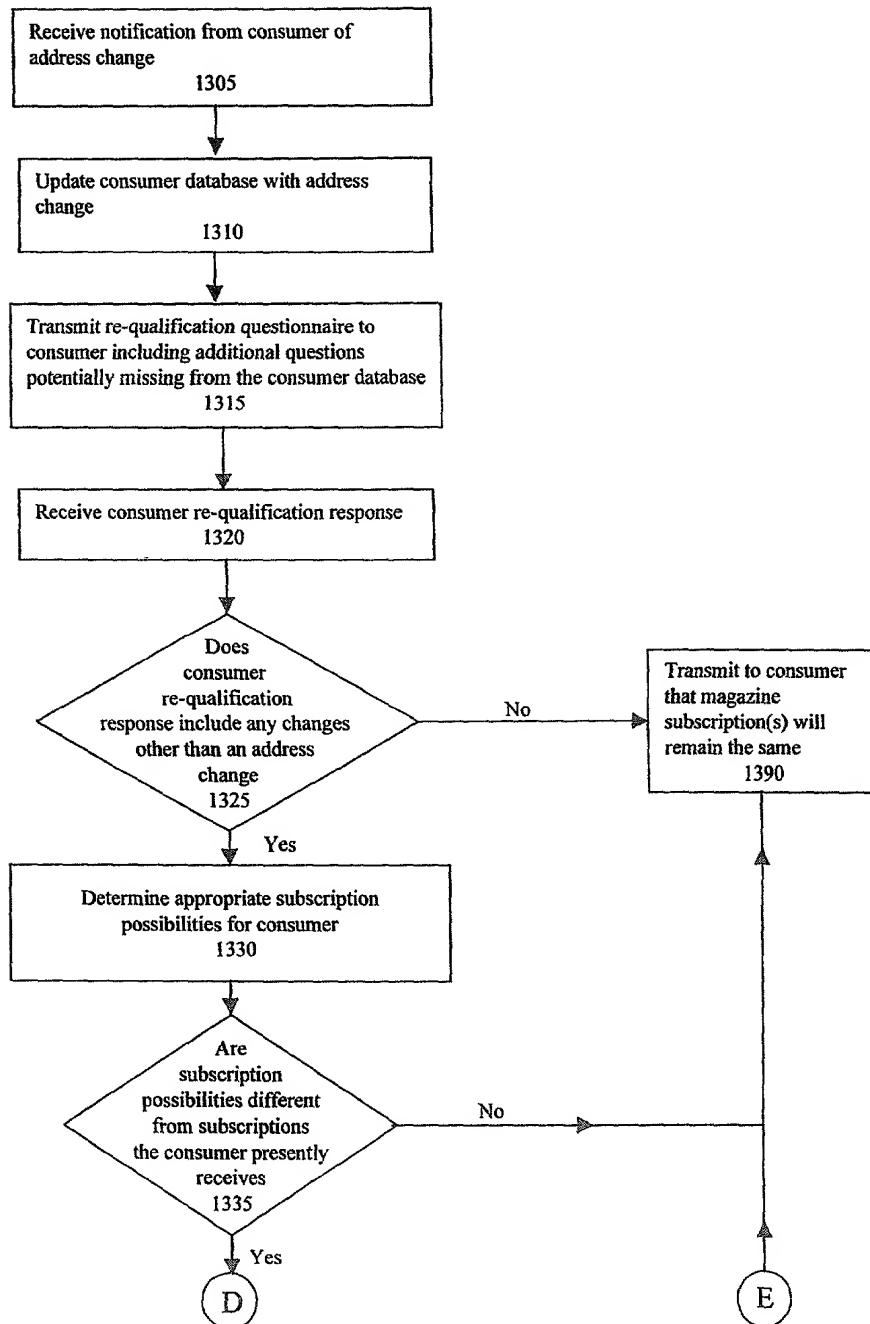


Fig. 12B

Fig. 13A

Automatic Re-Qualification
Based on Address Change



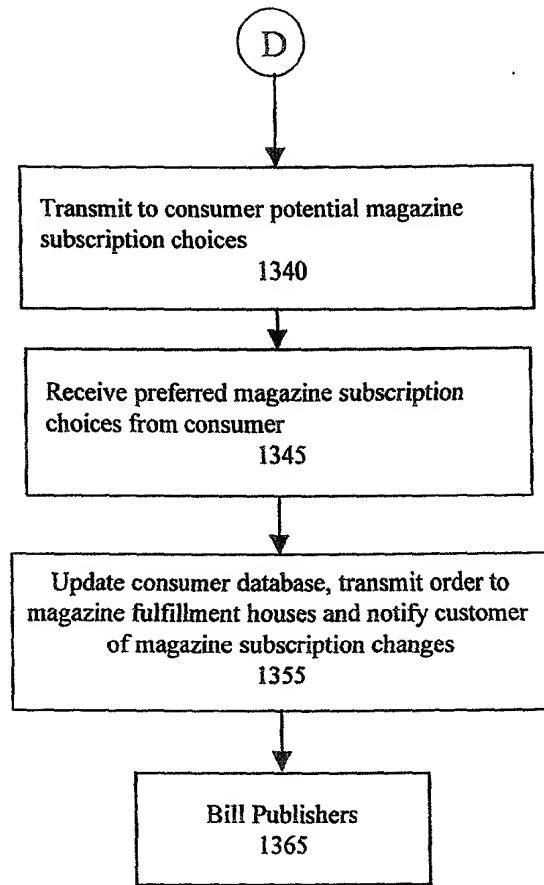


Fig. 13B